DOCUMENT RESUME

ED 361 769 CS 508 281

| | |
|---|---|
| AUTHOR | Walker, Albert, Ed. |
| TITLE | Public Relations Review: Volume 19, PR Bibliography, 1993. |
| REPORT NO | ISSN-0363-8111 |
| PUB DATE | 93 |
| NOTE | 183p. |
| AVAILABLE FROM | JAI Press, 55 Old Post Road--No. 2, P.O. Box 1678, Greenwich, CT 06836-1678 ($32.50). |
| PUB TYPE | Reference Materials - Bibliographies (131) |
| JOURNAL CIT | Public Relations Review; v19 1993 |
| EDRS PRICE | Document Not Available from EDRS. |
| DESCRIPTORS | Annotated Bibliographies; Business Communication; *Ethics; Higher Education; Marketing; Media Research; *Public Relations; Writing Skills |
| IDENTIFIERS | *Public Relations Review; Research Synthesis |

ABSTRACT

Based on searches of over 200 periodicals, this annotated bibliography of books and journal articles presents material related to the knowledge and practice of public relations published in 1992. The annotated bibliography is subdivided into more than 30 different categories ranging from business ethics to writing techniques. The largest classifications in the bibliography are those related to business credibility, business ethics, and business responsibility. Other major subclassifications are in management and marketing, media relations, communication, crisis and issues managements, and public relations profession and practice. (RS)

**********
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
**********